

ORDER



Orders
Order / Rev: 723799
Alt Order #: 06386744
Product Desc: BILLS FOR SENATE
Estimate: 2971
Flight Dates: 10/23/12 - 11/06/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Placement/ POL
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Bills,K/ R/ Senate/ MN
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	15	\$18,925.00	\$16,086.25
10/29/12	11/06/12	18	\$24,025.00	\$20,421.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$18,925.00	\$16,086.25	0.00
November 2012	18	\$24,025.00	\$20,421.25	0.00
Totals	33	\$42,950.00	\$36,507.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	10/23/12	10/25/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-- WT---	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WT---		3				\$1,000.00		0.00			
2	KARE	10/29/12	11/02/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		5				\$1,000.00		0.00			
3	KARE	10/27/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$450.00		0.00			
Week:		10/29/12	11/04/12	-----S-		1				\$450.00		0.00			
4	KARE	10/28/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$225.00		0.00			
Week:		10/29/12	11/04/12	-----S		1				\$225.00		0.00			
N 5	KARE	10/23/12	10/26/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-- WTF--	:30	4	\$1,800.00	P-4	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WTF--		4				\$1,800.00		0.00			
6	KARE	10/29/12	11/02/12		CM	5-530p	M-WTF--	:30	4	\$1,800.00	P-4	0.00	NM	4	\$7,200.00

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 Product Desc: BILLS FOR SENATE
 Estimate: 2971

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-530p KARE 11 5 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-WTF--		4				\$1,800.00		0.00			
7	KARE	10/24/12	10/25/12	M-F 10-1035p KARE News 10p	CM	10-1035P	--WT---	:30	2	\$3,150.00	P-4	0.00	NM	2	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---		2				\$3,150.00		0.00			
8	KARE	11/01/12	11/01/12	M-F 10-1035p KARE News 10p	CM	10-1035P	---T---	:30	1	\$3,150.00	P-4	0.00	NM	1	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		1				\$3,150.00		0.00			
9	KARE	11/05/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MT-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----		2				\$1,000.00		0.00			
10	KARE	11/05/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$1,800.00		0.00			
11	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$3,150.00	P-4	0.00	NM	1	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$3,150.00		0.00			
N12	KARE	10/23/12	10/26/12	M-F 4-430p KARE 11 4 News	CM	4-430P	--WTF--	:30	2	\$525.00	P-4	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		2				\$525.00		0.00			
13	KARE	10/30/12	11/02/12	M-F 4-430p KARE 11 4 News	CM	4-430P	-TWTF--	:30	2	\$525.00	P-4	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--		2				\$525.00		0.00			
N14	KARE	10/23/12	10/26/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	--WTF--	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		2				\$350.00		0.00			
													Totals	33	\$42,950.00